

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Currently Amended) An advertisement insert for a bound printed publication, said advertising insert comprising:

a page insert that is bound as a page into the printed publication, said page insert including a perforated detachment line that divides said page insert into a binding attachment portion and a detachable portion, said perforated detachment line enabling said detachable portion to be selective separated from said binding attachment portion, wherein said binding attachment portion remains bound to said bound printed publication;

said detachable portion having fold lines that enable said detachable position to be folded into a free-standing three dimensional display having a flat face panel and curved base edges that enable said free-standing three dimensional display to rock; and

a lenticular printing disposed on at least one section of said flat face panel, wherein said lenticular printing presents an image that varies upon a viewer's angle of observation.

5. (Cancelled)

6. (Currently Amended)) The advertisement insert according to Claim 4, wherein said free-standing three dimensional display supports said lenticular printing at an inclined angle that varies as said free-standing three dimensional display rocks.

7. (Previously Presented) The advertisement insert according to Claim 4, wherein said lenticular printing is printed directly only said flat face panel.

8. (Previously Presented) The advertisement insert according to Claim 4, wherein said lenticular printing is adhesively affixed to said flat face panel.

9. (Cancelled)

10. (Currently Amended) The display according to Claim ~~9~~ 13, wherein said flat face panel, said first side panel and said second side panel are formed from a single folded panel.

11. (Currently Amended) The display according to Claim ~~9~~ 13, wherein said lenticular image is printed upon said flat face panel..

12. (Currently Amended) The display according to Claim ~~9~~13, wherein said lenticular image is adhesively bonded to said flat face panel.

13. (NEW) An advertisement insert for a bound printed publication, said advertising insert comprising:

a page insert that is bound as a page into the printed publication, said page insert including a perforated detachment line that divides said page insert into a binding attachment portion and a detachable portion, said perforated detachment line enabling said detachable portion to be selective separated from said binding attachment portion, wherein said binding attachment portion remains bound to said bound printed publication;

said detachable portion having fold lines that enable said detachable position to be folded into a free-standing three dimensional display that includes:

a flat face panel having a first side edge and an opposite second side edge;

a first side panel extending from said first side edge of said flat face panel, said first side panel having a first curved bottom edge;

a second side panel extending from said second side edge of said flat face panel, said second side panel having a second curved bottom edge;

wherein said first side panel and said second side support said flat face panel at an inclined angle that varies as said first side panel and said second side

panel rock upon said first curved bottom edge and said second curved bottom edge, respectively; and a lenticular printing disposed on at least one section of said flat face panel, wherein said lenticular printing presents an image that varies upon a viewer's angle of observation.